



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Waterfront Strategies
3050 K St NW
#100
Washington, DC 20007

Contract # 5219017
Schedule Dates 11/01/22-11/07/22
Advertiser House Majority PAC (146050)
Agency Waterfront Strategies (7591)
Product POLITICAL ISSUE (ns) (1187)
Brand 79/86/10499 (1711815)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 79/86/10499
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments PopulationBuyType: CPP

Date Entered 04/05/22
Last Modified 10/25/22
Entered By Alexa Schram
CO-OP No
External # 11534997
Demo A3564R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$42,360.00
Net Total \$240,040.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Nov. 2022	104	\$282,400.00
Grand Total:	104	\$282,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/01/22-11/07/22	2	:30	5A- News-7News ON YOUR SIDE at 5AM		1	1	1	1	1			5	\$300.00	\$1,500.00	Washington (WJLA)	Daypart EM 7 NEWS ON YOUR SIDE 5A(Agency) -LPNov-2021LS	4/5/22
2.0	Normal Line / SPOT	11/01/22-11/04/22	2	:30	9A- Live with Kelly			1	1	1	1			4	\$550.00	\$2,200.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency) -LPNov-2021LS	4/5/22
3.0	Normal Line / SPOT	11/01/22-11/04/22	2	:30	10A- News-Good Morning Washington at 10a			1	1	1	1			4	\$400.00	\$1,600.00	Washington (WJLA)	Daypart DT GOOD MORNING WASHINGTON(Agency) -4Q22 SELL (sell)	4/5/22
4.0	Normal Line / SPOT	11/01/22-11/07/22	2	:30	10:58:25A- ABC-The View		1	1	1	1	1			5	\$900.00	\$4,500.00	Washington (WJLA)	Daypart DT THE VIEW(Agency) -LPNov-2021LS	4/5/22
5.0	Normal Line / SPOT	11/01/22-11/04/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			1	1	1	1			4	\$700.00	\$2,800.00	Washington (WJLA)	Daypart DT 7 NEWS ON YOUR SIDE @ NOON(Agency) -LPNov-2021LS	4/5/22
6.0	Normal Line / SPOT	11/01/22-11/07/22	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM		1	1	1	1	1			5	\$700.00	\$3,500.00	Washington (WJLA)	Daypart EN 7 NEWS ON YOUR SIDE @ 4P(Agency) -LPNov-2021LS	4/5/22

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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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7.0	Normal Line / SPOT	11/01/22-11/04/22	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM			1	1	1	1			4	\$1,000.00	\$4,000.00	Washington (WJLA)	Daypart EN 7 NEWS ON YOUR SIDE @ 5P(Agency) -LPNov-2021LS	4/5/22
8.0	Normal Line / SPOT	11/01/22-11/07/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1	1	1	1	1			5	\$1,500.00	\$7,500.00	Washington (WJLA)	Daypart EN 7 NEWS ON YOUR SIDE @ 6P(Agency) -LPNov-2021LS	4/5/22
9.0	Normal Line / SPOT	11/05/22-11/05/22	2	:30	6P- News-7News ON YOUR SIDE Weekend at 6PM							1			\$800.00		Washington (WJLA)	Daypart EN SAT 6P NEWS(Agency) -LPNov-2021LS	4/5/22
9.0.1	Closed Preempt	11/05/22															Washington (WJLA)	Program Change/Exception - College Football Late	
10.0	Normal Line / SPOT	11/06/22-11/06/22	2	:30	6:30P- News-7News ON YOUR SIDE Weekend at 630PM								1	1	\$900.00	\$900.00	Washington (WJLA)	Daypart EN SUN 630P NEWS(Agency) -LPNov-2021LS	4/5/22
11.0	Normal Line / Access	11/01/22-11/04/22	2	:30	6:58:46P- Wheel Of Fortune			1	1	1	1			4	\$4,000.00	\$16,000.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPNov-2021LS	4/5/22
12.0	Normal Line / SPOT	11/01/22-11/07/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1	1	2	1	1			6	\$650.00	\$3,900.00	Washington (WJLA)	Daypart EM 7 NEWS ON YOUR SIDE 6A(Agency) -LPNov-2021LS	4/5/22

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13.0	Normal Line / Access	11/01/22-11/07/22	2	:30	7:29:26P- Jeopardy		1	1	1	1	1			5	\$6,000.00	\$30,000.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPNov-2021LS	4/5/22
14.0	Normal Line / Access	11/05/22-11/05/22	2	:30	6:58:56P- Wheel Of Fortune Wknd							1			\$1,200.00		Washington (WJLA)	Daypart PA WHEEL OF FORTUNE- WKND(Agency) -LPNov-2021LS	4/5/22
14.0.1	Closed Preempt	11/05/22															Washington (WJLA)	Program Change/Exception - College Football Late	
15.0	Normal Line / Access	11/05/22-11/05/22	2	:30	7:28P- Jeopardy Wknd							1			\$1,600.00		Washington (WJLA)	Daypart PA JEOPARDY-WKND(Agency) -LPNov-2021LS	4/5/22
15.0.1	Closed Preempt	11/05/22															Washington (WJLA)	Program Change/Exception - College Football Prime	
16.0	Normal Line / SPOT	11/01/22-11/04/22	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			1	1	1	1			4	\$1,000.00	\$4,000.00	Washington (WJLA)	Daypart LN 7 NEWS ON YOUR SIDE @ 11P(Agency) -LPNov-2021LS	4/5/22
17.0	Normal Line / SPOT	11/05/22-11/05/22	2	:30	11:00:26P- News-7News ON YOUR SIDE Weekend at 11PM							1		1	\$1,200.00	\$1,200.00	Washington (WJLA)	Daypart LN ABC7 NEWS @ 11P SAT(Agency) -LPNov-2021LS	4/5/22

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18.0	Normal Line / SPOT	11/05/22-11/05/22	2	:30	11:30P- 12A (EST)							1		1	\$500.00	\$500.00	Washington (WJLA)	Daypart LN SAT NEWS WEEKLY(Agency) -LPNov-2021LS	4/5/22
19.0	Normal Line / SPOT	11/06/22-11/06/22	2	:30	11:00:26P- News-7News ON YOUR SIDE Weekend at 11PM								1	1	\$1,200.00	\$1,200.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P SUN(Agency) -LPNov-2021LS	4/5/22
20.0	Normal Line / SPOT	11/01/22-11/04/22	2	:30	11:35P- ABC-Jimmy Kimmel			1	1	1	1			4	\$500.00	\$2,000.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPNov-2021LS	4/5/22
21.0	Normal Line / Prime	11/07/22-11/07/22	2	:30	10P- ABC-The Good Doctor (Monday)		1							1	\$6,000.00	\$6,000.00	Washington (WJLA)	Daypart PT THE GOOD DOCTOR(Agency) -LPNov-2021LS	4/5/22
22.0	Normal Line / Prime Premium	11/03/22-11/03/22	2	:30	9P- ABC-Greys Anatomy (Thursday)					1				1	\$9,000.00	\$9,000.00	Washington (WJLA)	Daypart PT GREY'S ANATOMY(Agency)-4Q22 SELL (sell)	4/5/22
23.0	Normal Line / SPOT	11/01/22-11/07/22	2	:30	6:58A- ABC-Good Morning America		1	1	1	1	1			5	\$1,200.00	\$6,000.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPNov-2021LS	4/5/22

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24.0	Normal Line / Prime	11/04/22-11/04/22	2	:30	9P- ABC-20/20 (Friday)						1			1	\$6,000.00	\$6,000.00	Washington (WJLA)	Daypart PT 20/20 9P(Agency)-LPNov-2021LS	4/5/22
25.0	Normal Line / SPOT	11/05/22-11/05/22	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$500.00	\$500.00	Washington (WJLA)	Daypart EM GMA-SATURDAY(Agency)-LPNov-2021LS	4/5/22
26.0	Normal Line / SPOT	11/05/22-11/05/22	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							1		1	\$500.00	\$500.00	Washington (WJLA)	Daypart EM GOOD MORNING WASH 8A(Agency)-LPNov-2021LS	4/5/22
27.0	Normal Line / SPOT	11/05/22-11/05/22	2	:30	9A- ABC-Good Morning America Saturday 2							1		1	\$500.00	\$500.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency)-LPNov-2021LS	4/5/22
28.0	Normal Line / SPOT	11/06/22-11/06/22	2	:30	7A- News-7News ON YOUR SIDE Weekend at 7AM								1	1	\$400.00	\$400.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 7AM(Agency)-LPNov-2021LS	4/5/22
29.0	Normal Line / SPOT	11/06/22-11/06/22	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$600.00	\$600.00	Washington (WJLA)	Daypart EM GMA-SUN(Agency)-LPNov-2021LS	4/5/22

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30.0	Normal Line / SPOT	11/06/22-11/06/22	2	:30	8:59A- ABC-This Week								1	1	\$60,000.00	\$60,000.00	Washington (WJLA)	Daypart EM THIS WEEK(Agency)-4Q22 SELL (sell)	4/5/22
31.0	M/G For 9.0.1,14.0.1,15.0.1 / Football	11/05/22-11/05/22	2	:30	3:30P- Sports-ABC College Football Late							1		1	\$3,600.00	\$3,600.00	Washington (WJLA)		8/30/22
32.0	Normal Line / SPOT	11/01/22-11/03/22	2	:30	5A- News-7News ON YOUR SIDE at 5AM	1		X	X	X				1	\$300.00	\$300.00	Washington (WJLA)	Daypart EM 7 NEWS ON YOUR SIDE 5A(Agency) -LPNov-2021LS	10/11/22
33.0	Normal Line / SPOT	11/01/22-11/04/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM			1	1	1	1			4	\$700.00	\$2,800.00	Washington (WJLA)		10/11/22
34.0	Normal Line / SPOT	11/07/22-11/07/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1							1	\$700.00	\$700.00	Washington (WJLA)		10/11/22
35.0	Normal Line / SPOT	11/07/22-11/07/22	2	:30	6:58A- ABC-Good Morning America		1							1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/11/22
36.0	Normal Line / SPOT	11/01/22-11/04/22	2	:30	6:58A- ABC-Good Morning America			2	1	1	1			5	\$2,000.00	\$10,000.00	Washington (WJLA)		10/11/22
37.0	Normal Line / Football	11/05/22-11/05/22	2	:30	11:59A- Sports-ABC College Football Early							1		1	\$2,500.00	\$2,500.00	Washington (WJLA)		10/11/22

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38.0	Normal Line / Football	11/05/22-11/05/22	2	:30	3:30P- Sports-ABC College Football Late							1		1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/11/22
39.0	Normal Line / Football	11/05/22-11/05/22	2	:30	7:30P- Sports-ABC College Football Prime							1		1	\$5,000.00	\$5,000.00	Washington (WJLA)		10/11/22
40.0	Normal Line / Prime	11/01/22-11/01/22	2	:30	8P- ABC-Bachelor in Paradise (Tuesday)			1						1	\$8,000.00	\$8,000.00	Washington (WJLA)		10/25/22
41.0	Normal Line / Prime	11/02/22-11/02/22	2	:30	8P- ABC-The Conners (Wednesday)				1					1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/25/22
42.0	Normal Line / Prime	11/02/22-11/02/22	2	:30	8:30P- ABC-The Goldbergs (Wednesday)				1					1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/25/22
43.0	Normal Line / Prime	11/02/22-11/02/22	2	:30	9P- ABC-Abbott Elementary (Wednesday)				1					1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/25/22
44.0	Normal Line / Prime	11/02/22-11/02/22	2	:30	9:30P- ABC-Home Economics (Wednesday)				1					1	\$5,500.00	\$5,500.00	Washington (WJLA)		10/25/22
45.0	Normal Line / Prime	11/02/22-11/02/22	2	:30	10P- ABC-Big Sky (Wednesday)				1					1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/25/22
46.0	Normal Line / Prime	11/03/22-11/03/22	2	:30	8P- ABC-Station 19 (Thursday)					1				1	\$8,000.00	\$8,000.00	Washington (WJLA)		10/25/22

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Grand Total:	104	\$282,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
47.0	Normal Line / Prime	11/03/22-11/03/22	2	:30	10P- ABC-Alaska Daily (Thursday)					1				1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/25/22
48.0	Normal Line / Prime	11/04/22-11/04/22	2	:30	8P- ABC-Shark Tank (Friday)						1			1	\$7,000.00	\$7,000.00	Washington (WJLA)		10/25/22
49.0	Normal Line / Football	11/05/22-11/05/22	2	:30	7:30P- Sports-ABC College Football Prime							1		1	\$5,000.00	\$5,000.00	Washington (WJLA)		10/25/22
50.0	Normal Line / Prime	11/06/22-11/06/22	2	:30	6:58P- ABC-Americas Funniest Home Videos (Sunday)								1	1	\$3,700.00	\$3,700.00	Washington (WJLA)		10/25/22

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.